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(54) Title: PVC PLASTISOLS COMPRISING EFFECT PIGMENTS, THEIR PREPARATION AND USE IN COIL COATING

(57) Abstract: Effect pigment PVC plastisols comprising (A) at least one finely divided PVC homopolymer having particle sizes of from 0.04 to 40 µm which as a dispersion in a plasticizer exhibits dilatancy, (B) at least one finely divided PVC homopolymer having particle sizes of from 1 to 400 µm which as a dispersion in a plasticizer exhibits pseudoplasticity, (C) at least one plasticizer, and (D) at least one effect pigment; processes for preparing them, and their use.